FINLEY J. SHEPARD, JR.S. FIRST NEW YORK EASTER.

Conducted by Samuel Hopkins Adams.

This department has entered the second stage of service to Tribune readers. Primarily it was intended merely to separate the sheep of advertising from the goats-and hang a bell on the goats. But now it goes beyond mere identification. It embraces a human nature study of both sheep and goats. You are invited to assist. For every letter printed in this department describing experiences-pleasant or unpleasant-with advertisers of merchandise, excepting only patent medicines, The Tribune will send \$2.00, payable in any merchandise of any Tribune advertiser. For the most important letter each month a special prise of \$50.00, payable similarly, will be awarded. Name printed or withheld-as you prefer, but must be signed or we will not know where to send the prize order. Address: The Ad-Visor, The

Three weeks ago I entered the store of Eddie Mack, theatrical clothler, who sometimes gets such honorable mention from Hershfield and others in the Journal. This store is located between Forty-seventh and Forty-eighth Streets on Broadway.

I was shown several suits and one of them struck my fancy. I asked the price and was told \$25. This seemed rather high and I told the clerk so. He showed me other suits and finally came back to the one that I had liked and after looking at the price tag, told me that he had made a mistake and that the suit was only \$18. I bought that suit and in the fitting a change of three-fourths of an inch was necessary in the sleeves. This they promised to attend to. Three days later I received the suit and the sleeves were in the original condition. Living far out of town, I took the suit to a tailor near by and he had to put new linking in the sleeves before he could lengthen them. This cost me \$1.

cost me \$1.

Tuesday of this week I passed Mack's store and looking in the window, saw a suit that was identical to mine and it was advertised at \$12.50. I went in and asked for the manager and then stated my case to him and declared that, although the suit was marked down in value, still I figured that they ought to reimburse me, at least, for the dollar that I spent in having the suit fitted. The man told me in a very haughty tone that they were not in business for love and that they could sell their clothes for any price that they saw fit.

HELMER W. BERGMAN.

That last was the one best answer which the Mack manager had when a Tribune investigator called in respect to Mr. Bergman's complaint.

Hardy any one took the chance of wearing a dress parade uniform beneath clouds that as his trade principle isn't the safest person in the world to deal with.

When one is accustomed to seeing large advertisements telling.

When one is accustomed to seeing large advertisements telling or wearing order, carrying or wearing somber raincoats and clinging order, carrying or wearing somber raincoats and clinging to the inevitable unbrella.

Few Society People Out.

Few Society People Out.

Few Society People Out.

Few Society People Out.

Seek \$1,000,000 for War Relief.

ment" in this department, earned by such fair-minded treatment as they accorded to W. T. P.'s wife; as well as to any use, for the instruction of their employes, of such simple mercantile doctrine as is set forth by The Ad-Visor.

Don't you think that the statements in the inclosed clipping are rather exaggerated?

The advertisement reads, "Contains more genuine laughter than any five other farces," yet in the issue of The Tribune for the same date the dramatic critic says: "Much of it is merely foolish, a lot of it is anseless, and the whole of it is trivial. Perhaps the combination will make for laughter and success, but it is a bit unlikely. The cast also worked hard all evening, and it was the fault of the authors that they failed to be funny."

The descentible of the contained to the state of the surface of the contained to the surface of the contained to the funny."

The descentible of the contained to the state of the surface of the contained to the

they failed to be funny."

The dramatic criticism of The Tribune is not written by the dramatic criticism of the theatrical advertisers. Nor are the theatrical advertisements in The Tribune censored by the dramatic critic. Hence the discrepancy, which is more likely to pain the advertiser than the critic.

The line "contains more genuine laughter than any other five farces" sounds like the expiring effort of an ad writer who had to find something to say before time of going to press—and couldn't find it!

band.

"Look at her lace stockings," grunted Minnie, "Probably go with her last saumer's bathing suit."

"The nerve of it," said Minnie's friend. "Paterson, N. J., she looks like to me."

"Have you seen any of the regular folks yet?" Minnie wanted to know.

"What d'ya mean, regular folks, Minnie's footwear.

Some wore gay overcoats of light tan and green which flared out from the

I have a few questions to ask and trust that you see the importance of the issue. Meet it squarely, honestly and without your customary subtle remi-humorous circumlocution.

Is it not a fact that a very well known firm is to-day advertising extensively in The Tribune a product which at the present moment is very little used by the readers of said paper?

Is it not a fact that the same firm is not advertising another of its products for which there is a great and daily increasing demand?

Is it not a painful fact to consumers only, of course) that the said product will soon cost 40c. a gallon?

Is it not a fact that the newspapers are the most powerful means of criticiaing large corporations who charge exorbitant prices for their wares?

And is it not a logical conclusion that these superfluences.

And is it not a logical conclusion that these superfluous expensive advertisements have all the earmarks of, well—bribery is perhaps a strong term to use.

HENRY H. TURCHIN.

Heaven preserve us! Is it not a fact that Captain Cook discovered the North Pole? Is it not a fact that toads give warts, and devil's darning needles sew up children's ears? What's at the rainbow's end? And who hit Billy Patterson, why, and with what?

There are some model forms of question. If Mr. Turchin will adopt them and formulate his catechism in equally direct terms, I will answer it as best I can. Perhaps, however, I can save him time. There seems to be struggling beneath the cautious innuendoes of his letter this query, restrained by timidity from emerging. Is The Tribune being bribed by Standard Oil advertising? Standard Oil advertising? It is not.

A fortnight ago an alluring two-pound box of candies was delivered to us through the post from Stephen F. Whitman & Son, of Philadelphia. It was addressed clearly to Miss Lois A. Blank, of centry-com Central Park West. We live next door to comty-com Central Park West. We live next door to comty-com Central Park West. We live next door to comty-com Central Park West and rejoice in the name of Blank. But we do not happen to be blessed with a Lois A. in the family, nor did we recognize the name of the splendid giver on the card that accompanied the box. Therefore, being poor but nonest, we sadly wrote to Whitman's, in Philadelphia, telling them that we believed the candy had not been meant for us and asking them to reclaim their misdirected package. For two weeks we waited. The toothacme dainties grew even more alluring while we battled with the candied devil of temptation. Each day the cry grew louder to take the sweets and let our credit go. But at last a letter arrived from Philadelphia stating that their New York representatives would rail for the package that day. Subsequently the manager of the New York branch explained over the telephone that the delay had been caused by the difficulty experienced in tracing the original purchaser and in rectifying the address. The address should have been not comty-com Central Park West, but comty-comt Street and Central Park West. He added that in appreciation of our action in notifying the firm of the misdirecting of the package he would ask our acceptance of a little gift. In due course a charming one-pound box of Whitman's candy arrived from the New York branch of the firm. The next day a courteous letter arrived from the Philadelphia office, also thanking us for our action and asking our acceptance of a little gift expressive of their appreciation. This letter was rapidly followed by another pound hox of candy, sent direct from Philadelphia.

With aggressive though painful honesty we notified the firm of our twofold reward, only to receive the reply that we were welco

Not strictly within the confines of the realm of Business, perhaps, this gracious and gracefully appreciated transaction, but a pleasant little flower growing close to the border thereof

EASTER THRONGS KEEP EYE ON SKY

Fifth Avenue Grand Army Grips Right Hand Tightly About Umbrella.

OLD GUARD LOST AMONG SPECTATORS

Few Society People and Small Number of New Frocks Out, Veterans of March Say.

The Grand Army of the New Silk Petticoat did its annual Easter parading on Fifth Avenue yesterday, with its weather eye turned furtively up to the threatening gray sky above, and with its right hand tightly clasped about the stock of its umbrella.

"Parading" is something of a com plimentary term for the Grand Army's review this Easter. It was much more of a march than a parade and much more of a timid retreat from church to home than a valiant charge of fash on. The real paraders-that splendid Old Guard which has clicked its French heels on the Avenue pavement for Easters beyond the memory of manfound themselves hopelessly lost among several thousand spectators in citizens' clothes, who lined the sidewalks to look for something they

The next vision received more kindly comment. He had no white silk on his shoes, but his silk hat flared out at the top as the Liberty Bell does at the bottom. He had a cane instead of an umbrella and wore a fire alarm cravat. "There's a regular fellow." Minnie's friend announced with decision.

"You bet. He's a Broadway dragoon, that gent is. Looks like Jack Barrymore, don't he?"
"And walks like he was stonning at greatcoats and the protecting roofs of

"And walks like he was stopping at the Waldorf. This is not his first pee-rade."

Then came a healthful looking matron, marching abreast of her hus-

"The nerve of it." said Minnie's friend. "Paterson, N. J., she looks like to me."
"Have you seen any of the regular folks yet?" Minnie wanted to know.
"What d'ya mean, regular folks, Minnie?"
"Oh, people like the Astors, or the Vanderbilts, or Andrew Carnegie, or 'Diamond Jim' Brady?"
"They don't pee-rade any more, the regular folks. It's getting out of style, I guess. Look at that girl with a yellow coat and birds' wings on her hat hig enough to fly a battleship. Now, there's an outfit worth pee-rading in."
"See anything else worth looking at?" the friend questioned.
"Not a thing but raincoats. Say, the pee-rades kind of a bore, don't you think?"
"Sure. Let's skip. I've seen enough."

think?"
"Sure. Let's skip. I've seen enough."
"All right. Where'll we go?"
"Oh, to the 'movies,' I guess. That's
better than this."

VOTE FOR PRESIDENT!

GET your ballot in next

First to Last-the Truth:

News-Editorials-Advertisements.

Member of the Audit Bureau of Circulati

Sunday's issue of the 16-page Graphic Section with

Seen in Easter Parade

The threatening weather and the late date of Easter had a good deal to do with the alimmest Easter parade New York has seen since the fashionable thoroughfare has been in existence. Many members of society are out of town, at fashionable resorts or at country places which they have opened

Tennis Togs-

Cricket cloth.

soft shetlands.

stripes, heather mixtures.

FOUNDED 1856

We are showing in our College Room a splen-

did variety of every needed requisite for the

Norfolks-Pliable Knit fabrics, beautifully blended

Trousers-Plain and twilled white flannel and

Spencers-Loosely knitted pull-overs and coat shape

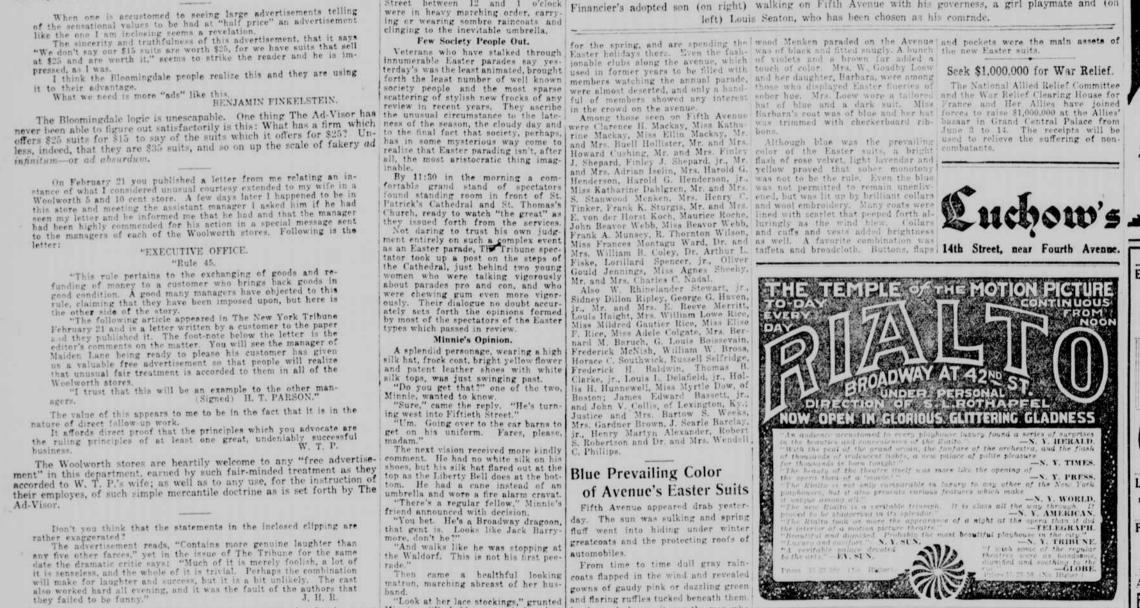
Hose-Fine cashmere wool, self-striped and honey-comb patterns in white-black and white plaids and

BROKAW BROTHERS

1457-1463 BROADWAY

AT FORTY-SECOND STREET

Shoes-Canvas, buckskin and soft tan calf. Wright & Ditson and A. G. Spalding 1916 Balls.



IMITATORS COME AND GO, BUT THE ZIEGFELD MIDNIGHT FROLIC GOES ON FOREVER IN THE WORLD

150 ARTISTS SEATS NOW

ZIEGFELD FOLLIES and MIDNIGHT FROLIC

LAST GLORIOUS WEEK The Sunday Cribune Madison square Garden

> I DY ad II e BARNUM & BAILEY PERSIA THE BIGGEST AND BEST

CIRCUS EVER EXHIBITED 25c & 50c

THEATRE FRANCAIS | Gala Farewell Week

MON AMI TEDDY with EDGAR BECMAN & YVONNE GARRICK "L'ENGRENAGE" S. A E. BRIEUX'S Master "LA PETITE CHOCOLATIERE" with Lillian Greuze SAT NIGHT | "LA PETITE CHOCOLATIERE"
Sala Farewell | with all the artists and a stable of adultion of

LOEW'S NEW YORK THEATRE To day, De Wolf Hopper in Simulate Dat.

Grand Pips Organ—Symphony Orenestra.

TO MORROW—SHELDON LEWIS IN PERSON.

Loew's American Roof WASHINGTON SQ. PLAYERS

TREASURE ISLAND GLOBE THEATHER 45TH ST GLOBE THEATHER 46TH ST GLOBE ORCHESTRA \$2.50, \$2, \$1.50 & \$1.



Irene Fenwick The Co-Respondent Lou-Tellegen " 'A King of Nowhere THE FEAR MARKET By America River Cast. 48TH S1. THEA Just E of Blows Ets.

JUST A WOMAN Walter PRINCESS Nate To day, 51 & \$1.50.

VERY GOOD EDDIE THE BLUE PARADISE -III CECH KATINKA

SHUBERT THEATRE E. H. SOTHERN

EASTER SERVICES DRAW THOUSANDS

Preachers Condemn Modern Tendency to Doubt Actual Resurrection.

1.000 TURNED AWAY AT ST. PATRICK'S

Cardinal Farley Celebrates High

during the course of their Easter sermons, against the present-day tendency of placing a free interpretation on Biblical accounts concerning the life and death of Christ. The Rev. Peter B. Donnelly, in St. Patrick's Cathedral, openly criticised another denomination which had recently accepted three young ministers who failed to declare their faith in the miraculous. Dr. William T. Monning, at Trinity Church, sons. William T. Monning, at Trinity Church, sons. william T. Monning, at Frinity Church, sons.

made what was considered a more guarded reference to the same incident.

Despite the unpleasant weather, New York churches were more crowded yesterday than on any recent Easter. The attendance at St. Patrick's Cathedral alone during the day was 20,000. Flowers in the different churches were noticeably fewer than on last Easter, a fact that church officials explained by pointing to the great amount of money

that has been and is being sent to Exropean War sufferers.

A throng estimated at 4300 pressed into St. Patrick's Cathedral of the
morning services and 1,000 others with
turned away. Cardinal Farley the
brated the Pontifical high mass and
pronounced two benedictions—the Expal benediction and the crozier blessing. The altar of the cathedral wa
ablaze with hundreds of candles my
was banked on either side with run
masses of flowers. The priests' verments were of cloth of gold, the anlyte cassocks of black and those of the
altar boys of red.

The Par Peter B. Des B.

altar boys of red.

The Rev. Peter B. Donnelly, of Ladon and Dublin, said, in the morning

mon: 'It is a sad fact that some present day Christians ignore the truth of the resurrection of Christ. I am certain the whole Christian conscience of New York was scandalized some few days ago, when a certain number of Prediction. Cardinal Farley Celebrates High
Mass—Bishop Greer Speaks
at the Cathedral.

Many New York clergymen took occasion yesterday to sound a warning, during the course of their Easter ser-



to-night? The \$1.50 Special Dinner is served in the won derful Ballroom, where en trancing music and a perfect floor are irresistible to those who dance. Excellent enter-

Why not To-night?

SPECIAL MATINEE TO-DAY at 2

Tree in Benry VIII

/ CANDLER State State

"POM-POM"

CENTURY THEATRE WEST SID STREET

THE TEMPEST

AL HUDSON

The Melody of Youth

ELTINGE

Shakspere's Comedy-Fantasy

Mitzi

NEW YORK'S LEADING THEATRES AND SUCCESSES. NEW AMSTERDAM W Cod # Dat EMPIRE Bray and 40th St. Evenings 8 15.
"A BIG POPULAR SUCCESS." world.

LYCEUM Brass, 45 St. Evenings 8 30

The Heart of Wetona

GAIETY B was teth St Fran 8 20. MRS. FISKE
all about the Pennsylvania
tch in the funny little town of
nhartz, Pa. Erstwhile Susan

LIBERTY WEST 43D ST. Eves. 8-15 Sharp.

JULIA DONALD SANDERSON BRIAN CAWTHORN
In the Triumphant SYBIL ULTON WEST TO-NIGHT FOR MAN

ANGLIN-BLINN A WOMAN OF IMPORTANCE ASTOR B'way, 65th St. Evgs 8:10 SHARP.

GECOHAN REVUE 1916

LONGACRE W. 48 St. Ers. DITRICHSTEIN THE GREAT LOVER

REPUBLIC WEST 6.4 ST. Evenings A: COMMON CLAY FAIR AND WARMER

Where Are My 🤈 Children

ALL SEATS 25-50c NO CHELDRE



Last Recitals of the Season Wednesday Ev'ng, April 26, at 8:15,

unday Eventnes, April 30 & May 7, at 8:15. Spenday and Friday Afts, May 2 & 5, at 3. DIRECTION CATHARINE A. BAMMAN.



44THST. THEATRE TWICE DAILY, Incl. Sunday, at 2 & 8 Sharp CLUNE'S RAMONA STORY OF THE AGES." IF I WERE KING BROADWAY THEATRE

THURS. SAT. MAT. I CORT Arnold DALY TWICE 2.15 INCL.

DAILY 8.15 SUNDAY
ALL MATS. 25c & 50c
EVS., 25c, 50e, 75e, 51ee.

PALACE

WARREN

WA PARK JOHN BARRYMORE THE STRAND STRAND IN STRAND COM

DIAGHILEFF'S TO-NIGHT TUES. MAT.